

# Design Proposal

**Prepared for:** New Co    **Date:** September 4th, 2024

Angelica Lora



# About

Who am I?

I'm Angelica Lora, a seasoned freelance multidisciplinary designer specializing in UI/UX Design and Branding. My design aesthetic is characterized by its clarity, functionality, and occasionally a touch of playfulness. With a keen focus on user experience, I am dedicated to creating beautiful, intelligent, and inspired work that enhances user interaction across various fields.

My passion lies in the process of design, ensuring that each project I undertake is not only visually appealing but also intuitive and user-friendly.

[\*\*Read my CV\*\*](#)

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# Objectives

Collaboration goals

## 1. Enhance User Experience and Interface Design for the Portal

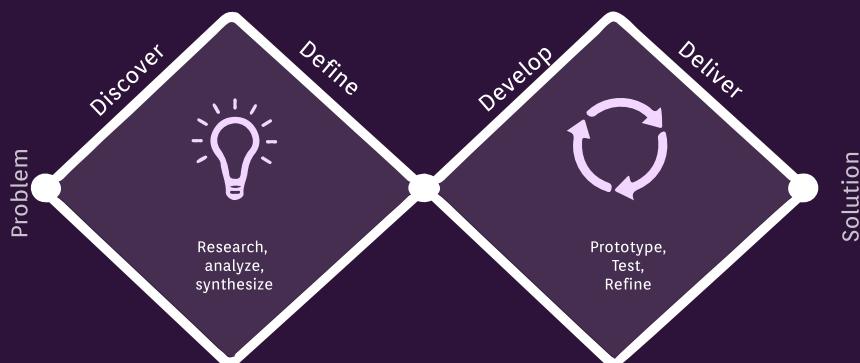
- **Objective:** Design a clean, intuitive, and visually appealing user interface for the Web Portal that effectively communicates product features and guides users towards the Buy Flow section while leveraging existing libraries to optimize development efforts.
- **Key Results:**
  - Develop wireframes and prototypes prioritizing usability and accessibility, using components from Daisy.UI and Shipfast to maintain design consistency and reduce development time.
  - Implement responsive design principles to ensure seamless functionality across desktop, tablet, and mobile devices, utilizing reusable elements from the libraries.
  - Continuously gather feedback from users and stakeholders to make iterative improvements, ensuring the interface remains engaging and informative while integrating design components efficiently.

## 2. Optimize the Buy Flow to Streamline Purchase Processes

- **Objective:** Implement an efficient and user-friendly Buy Flow that simplifies the purchasing process, from service selection to checkout, ensuring a smooth user journey while incorporating scalable and maintainable design components from Daisy.UI and ShipFast.
- **Key Results:**
  - Design a clear and organized grid view of products and services using reusable library components to facilitate faster implementation and a cohesive user experience.
  - Integrate intuitive forms to collect necessary information such as address, customer details, and billing information, leveraging existing UI components to enhance functionality and reduce custom development needs.
  - Develop a robust structure that allows easy modifications to services and quick user adjustments during the checkout process, using pre-built elements from libraries to maintain flexibility.
  - Ensure the Buy Flow integrates seamlessly with back-end systems for account setup, security, and service provisioning, all while keeping the development lean by reusing design components from the existing libraries.

# Process outline

What stages we'll go through



1

## Discover

At the beginning of the project, I try to learn as much as possible about business needs, goals, metrics, and specifics. After that, I run user research to understand our target audience, their needs, contexts, and journeys.

2

## Define

I will create user personas and journey maps, develop a detailed project brief, and outline key features and functionalities. Design principles and guidelines will be set to ensure consistency and usability.

3

## Develop

I will design and build the UI/UX elements. This includes creating wireframes, high-fidelity prototypes, and implementing the design using the components libraries. Iterative usability testing will refine the design, and a responsive web interface will be developed to ensure cross-device compatibility.

4

## Deliver and Iterate

Once we've validated a concept, I'll start taking care of all the relevant flows, edge cases, and system that needs to be developed. I'll need to collaborate with engineers in order to make sure the design is feasible to build.

# Methods

What steps we might go through

## 1. Discover



Market  
research



Quantitative  
research



Project  
activity

## 2. Define



Personas



User flows



Empathy  
maps



Design  
brief

## 3. Develop



Mapping  
ideas



Information  
architecture



Concepts



Building

## 4. Deliver Iterate



Assets and  
handoff

# Deliverables

Tactical deliverables you're receiving

## 1. Communication

I believe that good communication is a recipe for a successful project, that's why it'd be best if we set out communication channels, cloud folders, and weekly sync meetings upfront. Thus, I'll be able to send video or documented updates weekly about the project's progress.

## 2. User research complete documents

Survey data analytics, market research analytics, field exploration, observation reports, user interview reports, and general patterns.

## 3. User research tools

Persona(s), current user journeys, context map, empathy maps, and general tutorial on how to apply them in practice.

## 4. User journeys optimization

During the conceptualization phase, in the iterative process, we might define the user journey cycle, find out and test and optimize new ways to reach users.

## 5. User interface design

I will be using Figma to develop the Design Assets, prototypes and iterations.

# Timeline

How long this will take?

Step	Duration
1. Discovery	1 week
2. Definition	1 week
3. Development	2 weeks
4. Delivery & Support	2 weeks
Total	6 weeks

\*Delivery dates to be defined depending on the start of the project

\*\* These are estimated general dates, the timeline can shorten or extend if needed.

# Budget

Fixed-term and hourly

★ Recommended

Fixed-term

**USD\$ 25**

Invoiced at the end of each month or pre-defined term.

Breakdown

Cost

Hourly rate

\$25/h

Fixed-term

**USD\$ 1k**

50% of the total price for design services upfront.

The remaining 50% at the completion and approval of the development part.

Breakdown

Cost

Definition and Design of Portal and Buy Flow MVP

\$1,000

Total

\$1,000 USD

# What's needed?

From your side to get started

## **List of assets we need to start working:**

1. Detailed outline of project goals, objectives, and scope.
2. Brief ( the detailed document of what your is the platform).
3. Graphical assets (logo, brand style guidelines, color schemes, images, etc).
4. Existing user research, personas, and any relevant user behavior data.
5. Existing content that needs to be integrated or referenced in the new system.
6. Access to documentation and resources related to the Fuse Angular library for development.
7. Any existing wireframes, prototypes, or design files relevant to the project.
8. Information and analysis of competitor systems and solutions.
9. Any legal or compliance requirements that need to be considered in the design and development process.

# Terms of service

Before getting started

## 1. All the rights on design assets

After the project is completed and the total amount for the project is paid in full, the client receives rights to all the designs produced.

## 2. Intellectual property

If necessary, I, Angelica Lora, will sign an additional NDA and commit not to disclose any confidential information about the project without the client's explicit approval. Please specify if I am permitted to share this project in my portfolio, including any limitations or extent of what can be shown.

## 3. Professional skills

I, Angelica Lora, am not responsible for professional branding, copywriting and illustration services. If in the process any of those appear needed, we'll need to craft up another proposal for those needs, or find extra relevant people to cooperate with.

## 4. Project scope

Any additions to the scope of the project can be denied by a service provider. If the client still wants to add extra scope, the client must send the details needed to initiate an additional project. At that point, the service provider Angelica Lora will provide another invoice with the cost for the additional deliverables. Anything that is not covered under the deliverable items is considered outside the scope.

## 5. Payments

Once the project reaches the delivery phase and the client approves the designs, the client must complete the remaining payment. Failure to do so will result in me, Angelica Lora, retaining all rights to the designs and final assets produced during the project until full payment is made, and I will have the right to break the confidentiality contract. If the client rejects the designs, the client is not permitted to use any of the designs produced during the project.

# Sign off

Let's get started

If you agree with the previous pages and you're ready to get started, please, Sign the fields below.

By signing this page, you confirm that you agree with the timeline, deliverables, and budget presented in this proposal. After signing, please send the proposal back with which budget option you prefer.

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Service provider

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Date

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Client

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Date

**Thank you**